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**MEMORANDUM FOR : The Honorable George V. Allen
Director, United States Information Agency**

SUBJECT : Radio Listening and Psychological Climate

**REFERENCE : Memorandum by Mr. S. I. Nadler, dated
6 June 1958, subject as above**

1. Thank you for Mr. Nadler's memorandum of 6 June emphasizing the importance of developing additional information on the effectiveness of Voice of America broadcasts beamed at Bloc-controlled areas. The Intelligence Advisory Committee recognizes that an increased amount of such data might provide a basis for measurements which could in turn permit the VOA broadcasts to be used to greater advantage in those areas.

2. In considering this problem, the Intelligence Advisory Committee notes that the IAC agencies already have been providing your organization with some assistance along these lines, and that USIA recently submitted new requirements bearing on this matter to certain of the IAC agencies. We wish to assure you that appropriate collection components will review these requirements promptly and carefully, taking into consideration, of course, their capabilities for collecting such data.

3. The Intelligence Advisory Committee believes that your general requirements for additional information of this type may best be met by exploring further the collection means now available rather than through any new formal action on intelligence priorities. We suggest that this may be accomplished most effectively through informal discussions between your office and appropriate collection elements of the IAC agencies.

Signed

ALLEN W. DULLES
Chairman, Intelligence Advisory Committee

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CONCUR: 20 Aug 1958
Deputy Director/Intelligence

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